



ANNUAL REPORT 2023



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Message from the CEO

I am delighted to present our annual report, a compilation of the strides we've taken to empower communities. 2023 has been a remarkable year for Enroot. We enhanced our approach to economic empowerment by gathering more knowledge, tailoring interventions, and expanding into new avenues of change. Now, as we step into our seventh year, I am confident in saying it will be a year of growth for Enroot. In 2024, we plan to go global and further amplify our impact.

In 2023, our flagship program MASAAR, supported by the Dutch Embassy, the Drosos Foundation, and the Canadian Fund for Local Initiatives, continued to foster entrepreneurship among youth and women. With successful incubation cycles in Sohag and Luxor graduating over 20 startups. As part of our commitment to women empowerment, we implemented trainings for women business owners in Cairo, Alexandria, and Beni-Suef under the UNWomen's project "Women's Economic Empowerment in Egypt".

Our commitment to tackling employability also continued with 14 rounds of the Job Search Club in collaboration with the International Labor Organization (ILO). Furthermore, in order to address access to finance challenge, we launched the "Enroot Impact Catalyst" program as the national Egyptian partner of Impact Europe (previously EVPA). It works to raise awareness on impact investment as a sustainable source of finance and an innovative solution to development challenges. We also launched a project to foster entrepreneurship, spotlight socio-economic, and promote rural tourism in Luxor and Aswan in partnership with the CIDEAL Foundation for Cooperation and Research and with funding from the Spanish Agency for International Development Cooperation (AECID).

Enroot has also undertaken various research projects, including a needs assessment for Upper Egypt with the Drosos Foundation, an outreach model with GIZ's InnoPA project, and a baseline assessment for cotton/textile and horticulture value chains in Egypt with Solidaridad.

As we enter 2024, we remain committed to empowering youth, women, and communities in Egypt and the MENA region. We will build on our past successes, which could not have been possible without Enroot's passionate team members and our partners. I thank you all and look forward to another year of collaborating for impact.



Dr Hany El-Salamony
CEO



ENROOT

About ENROOT

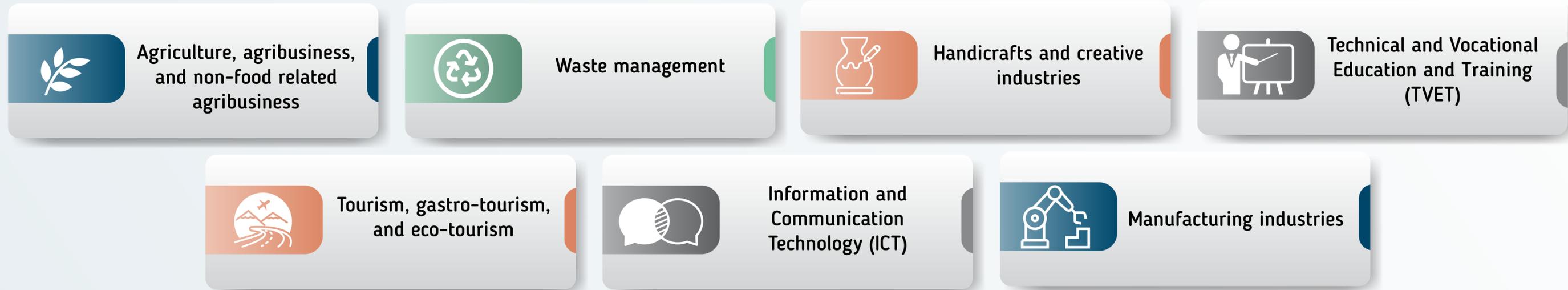


From Youth to Youth

Enroot is a social purpose business dedicated to fostering inclusive and sustainable economic development in the Middle East and Africa. We aim to drive positive change in developing regions and to empower local communities, particularly youth and women, by utilizing multidisciplinary approaches and international best practices brought forth by a diverse and skilled team of experts in socio-economic development. Research-backed interventions and results-based operations are central to our work, and we consider our partnerships with local actors and stakeholders key to the sustainability of our interventions.



Sectors Fostered



SDGs Served



Worldwide Footprint

Enroot has implemented evidence-based interventions in over 9 countries, creating ripple effects far and beyond.





Governorates Covered

Enroot is your go to partner for evidence-backed sustainable development solutions in Egypt.



2023 in Numbers



71

STARTUPS **GRADUATED**



33

STARTUPS GRANTED
SEED **FUNDING**



19

RESEARCH STUDIES
COMPLETED



1896

WOMEN **BENEFITED**



2,754

COMMUNITY MEMBERS
BENEFITED



44

CAPACITY- BUILDING
SESSIONS **CONDUCTED**



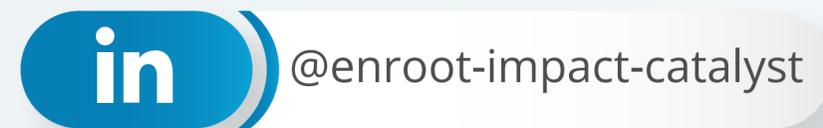
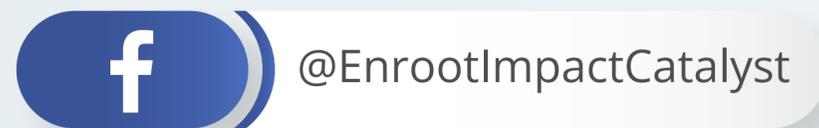
In Focus Projects Launched in 2023



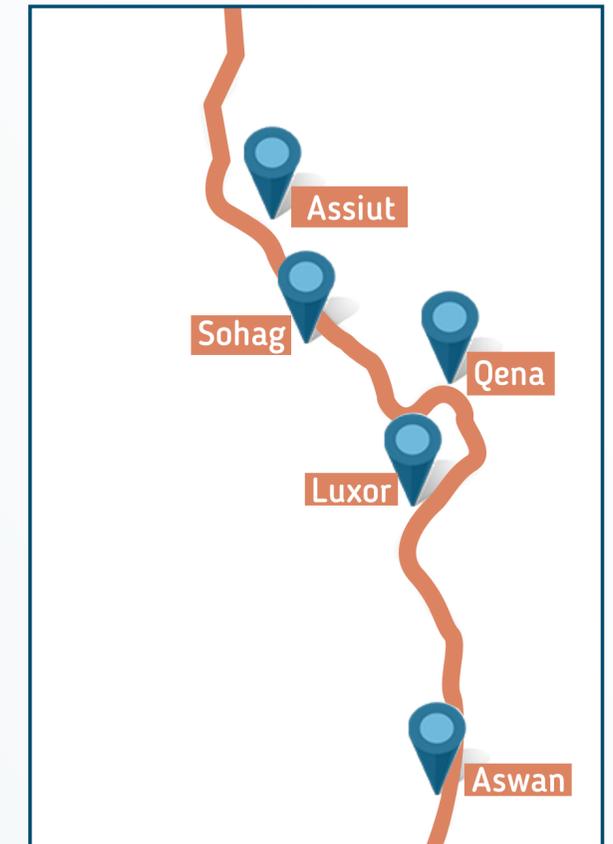
Enroot Impact Catalyst (2023 - Present)

The project was officially launched in November 2023. It will work to empower commercially-viable business models that are impact-driven in Upper Egypt through providing tailored programs aiming to enhance their sources of finance and foster their technical growth. It also aims to actively engage with, and contribute to the impact investment ecosystem in Egypt, elevating the social economy by fostering synergies and raising awareness about impact investment.

Enroot is the Egyptian national partner of Impact Europe within the framework of their regional programme "Impact Together!" which is funded by the European Union.



Target Governorates



Target Sectors



Partners

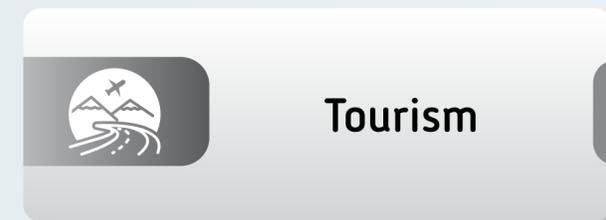


"Helmak" Promotion of Sustainable Economic and Social Alternatives Based on Tourism in Upper Egypt, with special attention to women and young people (2023-Present)

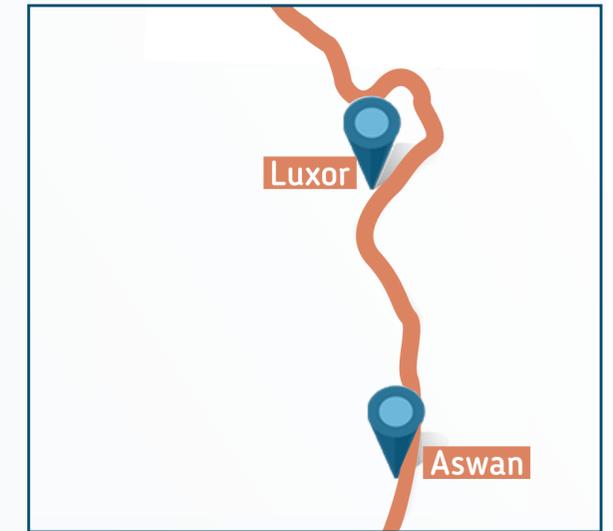
The project aims to foster rural tourism by supporting youth and women entrepreneurs in developing innovative projects and integrating existing products and services in the tourism value chain while also promoting underserved tourist attractions. This year, two studies were conducted to inform the design of the project interventions, one assessing the value chain and entrepreneurial scene and the other identifying business opportunities in the region.

It is implemented in partnership with CIDEAL Foundation for Cooperation and Research with funding from the Spanish Cooperation.

Target Sectors



Target Governorates



Partners



@HelmakIncubationProgram



In Focus Ongoing Projects



MASAAR (2018 - Present)

MASAAR is Enroot's flagship program. It aims to economically empower women and youth in Upper Egypt by raising awareness on entrepreneurship and the opportunities of their governorates, capacitating them to develop or launch their businesses, and fostering a strong entrepreneurial ecosystem.

This year, with the support of the **Embassy of the Netherlands**, MASAAR completed...

2 Entrepreneurship Bootcamps



2 Incubation Cycles



Results

85 Entrepreneurship Awareness-Raising Trainings

27 Graduated Startups



Target Governorates



Partner **NL** هولندا



@MASAARprogram

with the support of the **Drosos Foundation**,
MASAAR completed...

5 Entrepreneurship
 Awareness-Raising Trainings

3 Bootcamps



Results

523 Entrepreneurship
 Training Participants



%72 Women Participants



116 Bootcamp
 Participants



%78 Women Participants



Including

Target Governorates

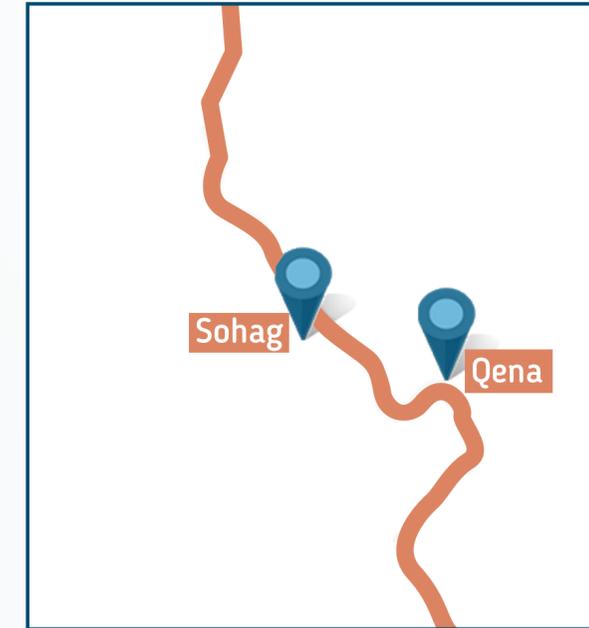


Partner **drosos (...)**



With the support of the **Canadian Fund for Local Initiatives (CFLI)**, MASAAR completed...

Target Governorates



2 Bootcamps 

Capacity Building Wokshops for top 10 women-led startups

 "HAVE A DREAM" COMPETITION, WHERE THE TOP 3 OF THE 10 WERE GIVEN SEED FUNDING

Partner **Canada** 



MASAAR
Ambassadors
go far and wide!



MASAAR Startups Exhibition Participations

Cairo



MASAAR Bazaar
in Turathna

Fayoum



Nubity
participated in the
Medical and Aromatic
Plants Festival and
was named the best
food product

Aswan



Handicrafts Exhibition
of Awan Women
Film Festival

Saudi Arabia



RozAswan
participated in the "Halal
International Exhibition"



Job Search Club (2020 - Present)

The project is implemented in partnership with the International Labor Organization (ILO). It aims to empower and assist job seekers from the refugee and host community, to find sustainable decent work opportunities. It involves daily club meetings for a period of 10 days where an ILO-trained facilitator provides club members with career guidance, counselling, and job search tools enabling them to find decent work.

Results

14 Club Rounds Completed



85 Members Employed



225 Members Trained Including
61 refugees - 180 Women

Target Governorates



Partners



International
Labour
Organization

Support Access of Women Entrepreneurs to Capacity Building and Tailored Business Development Services

The project is implemented in the framework of UNWomen’s “Women Economic Empowerment in Egypt” program. It aims to empower women entrepreneurs and facilitate their participation in the private sector by providing needs-based capacity-building trainings and business development services and facilitating access to financing opportunities for early-stage and advanced business owners.

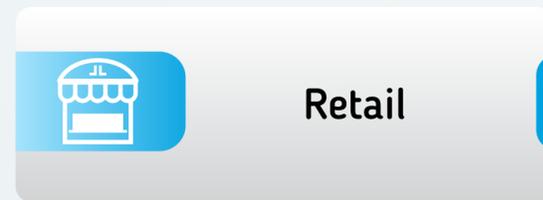
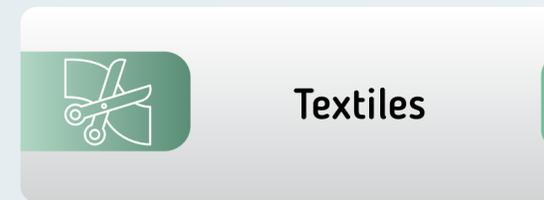
Target Governorates



This year, we **completed...**

7 Training Rounds For: **293** Women

Target Sectors



Partner





In Focus Projects Completed



Be Entrepreneurial

The initiative was implemented in partnership with the United Nations Industrial Development Organization (UNIDO), and it aimed to empower youth through entrepreneurship awareness-raising trainings.

This year we completed...

10 Entrepreneurship Awareness-Raising Rounds

2 Community Events



Results

855 Participants



Including

487 Women trained



Target Governorates



Partner



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

Supporting Entrepreneurship in the Agribusiness Sector in Beni Suef

The project was implemented under the framework of the German Corporation for International Cooperation's Agricultural **Innovation** Project (AIP). It delivered entrepreneurship awareness-raising trainings, bootcamps, an incubation cycle, and a capacity building program for young agribusiness entrepreneurs, fresh graduates, and rural community members.

This year, we provided

Entrepreneurs with **seed funding**
amounting to **300,000** EGP

1 Incubation Cycle
Completed



4 Networking Events



Partner



Implemented by
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Supporting Entrepreneurship in the Agribusiness Sector in Beni Suef

Results

44 Graduated Startups 

30 Seed-Fund Recipients 

631 Participants Trained 

Including

448 Women 

183 Men 

Partner



Implemented by
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH





Research Projects of 2023





Baseline Assessment for Cotton/Textile and Horticulture Value Chains in Egypt

The project was undertaken in the framework of Solidaridad's Reclaim Sustainability! Program. It involved the completion of baseline assessments with the aim of supporting inclusive sustainable value chains and the fair representation of farmers, workers, and citizens in decision-making for the sustainable use of natural resources, decent work, fair value distribution, and sustainable consumption.

Partner **Solidaridad**

Outreach Model for the Supporting E-Government and Innovation in the Public Administration Project

The project aims to improve digital literacy among rural citizens in order to promote e-government in the Hayah Karima target areas. The outreach model outlines the best approach that the Ministry of Communication and Information Technology can use to reach their target groups through internal and external resources.

Partner





Market Scan for Import Barriers and Market Opportunities

Covering Bio-pesticides and Bio-fertilizers Sectors

The project was undertaken as a consulting service to the Dutch Embassy; It compiled an overview of processes and import, and export procedures meant to facilitate Dutch companies' trade with Egypt. It will continue in 2024.

Partner  هولندا

Support for the Mapping of the Entrepreneurial Ecosystem in Upper Egypt

Enroot supported Orange Corners in preparing for the mapping the entrepreneurship ecosystem in the southern governorates of Upper Egypt with focus on the agriculture, waste-management, and food sectors.

Partner  **ORANGE
CORNERS**



Assessment of Five Social Entrepreneurs in the Kingdom of Saudi Arabia

Enroot worked with Ashoka Arab World in identifying five early-stage businesses' strengths and challenges to support them in setting their priority areas for the upcoming capacity-building stage of one of their programs.

Partner



Support for Implementing Cluster-Development Measures to Industrial Zones in Egypt

Enroot supported the German consulting firm "Integration Consulting Group" in streamlining their administrative and operational processes for the implementation of cluster-development initiatives with the GIZ in Egypt.

Partners





Upper Egypt Needs Assessment

Enroot is undertaking a comprehensive needs assessment study in Upper Egypt with the primary objective of identifying the challenges, opportunities, and emerging trends that will enable development organizations and to develop responsive initiatives.

Partner **drosos (...)**

Baseline Studies of Value Chains, Gender, and Financing for the “Digitizing the Vegetable Value Chain for Job Creation in Upper Egypt Project – (DVC)”

Enroot is supporting the GIZ in conducting value chain analyses, in-depth needs assessments for stakeholder and farmer organizations, and a labour market assessment to support the sustainable development and growth of the agricultural sector in Luxor.

Partners





Impact Networks and Events





Roundtables

Opportunities for Women in Agribusiness

Gathering stakeholders from different areas of expertise, the roundtable displayed the findings of the study Enroot had conducted in the framework of the Opportunities for Women in Agribusiness Project in partnership with Alinea International which assessed policies supporting women entrepreneurs in the agribusiness, including financial inclusion and legislation.



Evidence-based Solutions for the Integration of Refugees in Egyptian Society

The objective of the roundtable was to develop a roadmap for policy recommendations strengthening the socio-economic integration and non-discriminatory access for refugees to the Egyptian labor market. It was conducted in the framework of the International Labor Organization's Youth for Future initiative.



Diagnosis of the Rural Tourism Value Chain in Sohag

The roundtable presented the findings of a study Enroot had conducted in partnership with AWTAD in the framework of the Dawayer program, which identified the relevant private and public sector actors as well as the sustainable growth models of the rural tourism value chain in Sohag, with specific emphasis on the inclusion of women entrepreneurs.

Partner





Panel Discussions

Emerging Industrial Sectors with Focus on Seafood and Dairy Products

Enroot's CEO Dr. Hany El-Salamony moderated the panel discussion which included industry experts from the Ministry of Trade and Industry, the Chamber of Food Industries, Summer Moon, and Ghazi Group.



Localization of Development: The Funder-Local Civil Society Relationship

Enroot's Business Development Manager, Amira Fekry discussed means of localizing development efforts so that the needs, aspirations, and challenges of the communities being served are addressed in decision-making processes. This was alongside a number of influential civil society actors from the AUC School of Global Affairs and Public Policy, Swisscontant Lebanon, The Asfari Foundation, and the OECD Centre on Philanthropy.



INDUSTRIAL SECTORS Seafood & Dairy Products



- Dr. Hani El Salamouni
- Managing Director
- Enroot



♣ Mr. Mohamed Shamekh
♣ Chamber of Food Industries- CFI



♣ Eng. Mohamed Refaat Arafa
♣ Representative
♣ Food and Agro Industries Technology Center (FAITC), Ministry of Trade and Industry (MTI), EGYPT



♣ Mr. Ahmed Ghazi
♣ Chairman
♣ Ghazi Group





Celebrations

MASAAR Phase II Closure Event: Fostering Innovation for Sustainable Development

The event celebrated five years of MASAAR in Assiut, Sohag, Qena, and Luxor. It included a panel discussion titled “Entrepreneurship in Upper Egypt: Paving the Way Forward” between the presidents of the governorate universities, and Dr. Hanna Grace, the Chairman of Enroot Development.

Enroot Impact Catalyst Launch Event: Accelerating Impact for a Prosperous Upper Egypt

The event presented Enroot’s new impact investment project implemented in the framework of Impact Europe’s MENA region program “Impact Together!” It gathered a number of stakeholders from the development field, the private sector, and the Egyptian investment ecosystem.

Partners



Funded by
the European Union



The Agricultural Innovation Project Startups Graduation Ceremony

The event celebrated the 44 startups who had completed the Agricultural Innovation Project incubation cycle and granted the top 3 10,000 EGP each in seed funding to further support the entrepreneurs. The project is implemented in partnership with the German Corporation for International Cooperation.

Partner





Developing Enroot's Roadmap





Team Development Activities

Design-Thinking Workshop

A 3-day long design-thinking workshop was conducted with the participation of all Enroot staff members where they identified the pain points of all stakeholders involved in our operations and set action plans for streamlining our efforts.

Company Retreat in Al-Ain El-Sokhna

Enroot's staff went on a 2-day retreat in El-Ain El-Sokhna where the team got to reflect on their work and lay the groundwork for Enroot's strategy; sharing experience, crafting growth plans, and strengthening their bond as a task force for empowerment.

Leadership Retreat in Aswan with Better Future

Enroot's board and managers went on a 5-day long impact leadership retreat to Aswan where they brainstormed solutions for growth challenges, engaged in dynamic work sessions, and built stronger team connections.

ENROOT in the News



Helmak
youm7
Read [HERE](#)



Be Entrepreneur
youm7
Read [HERE](#)



Enroot Impact Catalyst
Rosaelyoucef
Read [HERE](#)



Masaar - Startups Graduation
aljreda akhbarelyom
Read [HERE](#) Read [HERE](#)



Masaar - Closure Event
Elwatannews
Read [HERE](#)



Masaar - Bootcamp
Masrsa3a
Read [HERE](#)



Masaar - Bootcamp
Elbalad.news
Read [HERE](#)



Masaar - Session
Almasryalyoum
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Coming Up
in 2024





New Partnerships and Projects

2023 paved the way for an impactful 2024. Collaboration and partnerships have been the cornerstone of our success and will remain pivotal in shaping our future impact.

Private Sector Promotion for the Agricultural Sector in Upper Egypt

The project will address the challenges of the agriculture value chain of Upper Egypt by promoting private sector involvement and market system development in climate resilience and water-smart agriculture.



From Waste to Wealth: Cultivating Skills for Circular Entrepreneurship in Upper Egypt

The project will utilize a Training of Trainers approach (ToT) to identify the skill gaps in the MASAAR incubator hub of Sohag University in order to develop it into a robust knowledge hub can disseminate knowledge effectively to farmers, local communities and young entrepreneurs.





Provision of Business Development Services for Women Entrepreneurs in Upper Egypt

The project will work to facilitate access to finance, build capacities, and foster an enabling environment for women entrepreneurship.



Seeds for the Future: Fostering Socioeconomic Empowerment of Women in Upper Egypt Through Digital and Green Solutions

The project will work to enhance the socioeconomic empowerment, digital inclusion, and financial inclusion of women by fostering their engagement in freelance and remote work opportunities in digital and technological sectors. This will be accomplished through building their capacities, fostering an enabling environment, and providing them with networks and opportunities.

The project is implemented by Enroot with funding from the Spanish Cooperation under the framework of the EU Tamkeen Programme.

Partner



Funded by
the European Union

Partners in Success



Partners in Success



WOMEN'S
EMPOWERMENT
PRINCIPLES





ENROOT



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